CONTRACT

WTKR-TV 720 Boush Street Norfolk, VA 23510-1583 (757)446-1000 www.wtkr.com

And:

Media Strategies & Research 11350 Random Hills Rd Suite 670 Fairfax, VA 22030

	<u> </u>					
	Contract / Re	vision		Alt Order #		
	549856	1				
Product						
Kaine for Senate 2012						
Contract Dates	Estimate #					
09/03/12 - 09/09/12						
Advertiser			Ori	ginal Date	/ Revision	
Kaine/D/Senate			C	9/12/12	/ 09/12/12	
	Billing Cycle	Billing	Cal	endar	Cash/Trade	
	EOM/EOC	Broadcast			Cash	
	Station	Account Executive		xecutive	Sales Office	
	WTKR	Local WTKR House		KR House	Norfolk	
	Special Hand	ling				
				ALICE DE SE PROPERTIE DE LA COMPANIONE D		
	Demographic					
	Adults 25-54					
	IDB#	Adverti	ser	Code	Product Code	
	Agency Ref			Advertiser	Ref	

		Spots	1	To	tals
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate T	ype Spots	Amount
1 3 09/03/12 09/09/12 NewsChannel 3 News	5-6am	:30		NM 2	\$240.00
Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12WT 2	<u>Rate</u> \$120.00				
2 3 09/03/12 09/09/12 Newschannel 3 News					
Start Date End Date Weekdays Spots/Week	6-7am Rate	:30		NM 5	\$925.00
Week: 09/03/12 09/09/12 MTWTF 5	\$185.00				
3 3 09/03/12 09/09/12 CBS This Morning	7-9a	:30		NM 3	\$300.00
Start Date	Rate			11111	φ300.00
Week: 09/03/12 09/09/12 -T-TF 3	\$100.00				
E 4 3 09/03/12 09/09/12 Price Is Right	11am-12n	:30		NM 1	\$295.00
Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12 MF 2	Rate				
Spot Ch Date Range Description	\$295.00 Start/End Time	Montedaya Laurth	D-4	.	
1 3 09/03/12-09/09/12 Price Is Right	11am-12n	Weekdays Length		ype	
Credited	Tum Ten	, JO.	\$250.00	NM	
5 3 09/03/12 09/09/12 Newschannel 3 News	12n-1230pm	:30		NM 1	#240.00
Start Date End Date Weekdays Spots/Week	Rate	.00	,	NM 1	\$210.00
Week: 09/03/12 09/09/12w 1	\$210.00		5	ı	
6 3 09/03/12 09/09/12 CBS Daytime	1228-3pm	:30		NM 1	\$295.00
Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12T 1	Rate				V-05.00
	\$295.00				
5 7 3 09/03/12 09/09/12 Ellen Degeneres 3pm Start Date End Date Weekdays Spots/Week	3-4pm	:30	1	NM 0	\$0.00
Week: 09/03/12 09/09/12F 1	<u>Rate</u> \$140.00			1	
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate T	ype	
1 3 09/03/12-09/09/12 Ellen Degeneres 3pm	3-4pm	F :30	Security of the Control of the Contr	NM	
Credited					
8 3 09/03/12 09/09/12 NewsCha 3 News First @ 4	358-5pm	:30	1	NM 3	\$300.00
Start Date End Date Weekdays Spots/Week	Rate		·		4000.00
Week: 09/03/12 09/09/12 MTWTF 5	\$100.00			- 1	
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 2 3 09/03/12-09/09/12 NewsCha 3 News First @ 4	Start/End Time	Weekdays Length	management of the second secon	<u>ype</u>	
Credited	р ээс-эрт	MTuWThF :30	\$100.00	VM	
3 3 09/03/12-09/09/12 NewsCha 3 News First @ 4	lp 358-5pm	MTuWThF :30	\$100.00 I	VM	
Credited		.00	¥1.00.00 /	VIVI	
(* Line Transactions: N = New E = Edited D = Deleted)					

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions. printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



	Contract / Revision 549856 /	Alt Order #
Contract Dates 09/03/12 - 09/09/12	Product Kaine for Senate 20	Estimate #
Advertiser Kaine/D/Senate		Original Date / Revision 09/12/12 / 09/12/12

		Spots/		To	tals
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Typ	e Spots =	Amount
E 9 3 09/03/12 09/09/12 Newschannel 3 News Start Date	5-530pm <u>Rate</u> \$165.00	:30	NN	3	\$495.00
Spot Ch Date Range Description 1 3 09/03/12-09/09/12 Newschannel 3 News Credited	Start/End Time 5-530pm	Weekdays Length MTuWThF :30	<u>Rate</u> <u>Type</u> \$165.00 NM	741	
4 3 09/03/12-09/09/12 Newschannel 3 News Credited	5-530pm	MTuWThF :30	\$165.00 NM	1	
E 10 3 09/03/12 09/09/12 Newschannel 3 News Start Date	530-6pm <u>Rate</u> \$220.00	:30	NN	3	\$660.00
Spot Ch Date Range Description 1 3 09/03/12-09/09/12 Newschannel 3 News Credited	Start/End Time 530-6pm	Weekdays Length MTuWThF :30	Rate Type \$220.00 NN	-8	
5 3 09/03/12-09/09/12 Newschannel 3 News Credited	530-6pm	MTuWThF :30	\$220.00 NN		
E 11 3 09/03/12 09/09/12 Newschannel 3 News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/03/12 09/09/12 MTWTF 5	6-630pm <u>Rate</u> \$345.00	:30	NM	4	\$1,380.00
Spot Ch Date Range Description 1 3 09/03/12-09/09/12 Newschannel 3 News Credited	Start/End Time 6-630pm	Weekdays Length MTuWThF :30	Rate Type \$345.00 NM	~	
12 3 09/03/12 09/09/12 7-730pm <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/03/12 09/09/12 M 1	7-730pm <u>Rate</u> \$310.00	:30	NM	1	\$310.00
E 13 3 09/03/12 09/09/12 730-8pm Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12T 1	730-8pm <u>Rate</u> \$330.00	:30	NM	0	\$0.00
<u>Spot Ch Date Range Description</u> 1 3 09/03/12-09/09/12 730-8pm Credited	Start/End Time 730-8pm	Weekdays Length	Rate Type \$330.00 NM	71	
14 3 09/03/12 09/09/12 Monday Prime <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/03/12 09/09/12 M 1	10-11pm <u>Rate</u> \$1,655.00	:30	NM	1	\$1,655.00
15 3 09/03/12 09/09/12 NCIS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/03/12 09/09/12 -T 1	8-9pm <u>Rate</u> \$2,060.00	:30	NM	1	\$2,060.00
16 3 09/03/12 09/09/12 Saturday Prime Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/125- 1	10-11pm <u>Rate</u> \$420.00	:30	NM	1	\$420.00
17 3 09/03/12 09/09/12 Sunday Prime <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/03/12 09/09/125 1	9-10pm <u>Rate</u> \$1,080.00	:30	NM	1	\$1,080.00
18 3 09/03/12 09/09/12 Late News (M-F) <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/03/12 09/09/12 MTWTF 7	11-1135p <u>Rate</u> \$540.00	:30	NM	7	\$3,780.00
19 3 09/03/12 09/09/12 Late News (Sa-Su) Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12SS 2	11-1135p <u>Rate</u> \$365.00	:30	NM	2	\$730.00
20 3 09/03/12 09/09/12 Late Night with David Lettern Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/12 -T-T 2	The second secon	:30	NM	2	\$330.00

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Contract Agreement Between: WTKR-TV 720 Boush Street

www.wtkr.com

Contract / Revision Alt Order# 549856 Contract Dates Product Estimate # 09/03/12 - 09/09/12 Kaine for Senate 2012 Advertiser Original Date / Revision

Print Date 09/12/12

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09/12/12 / 09/12/12

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					Spots/			To	tals
*Line Ch Start	Date End Date Description	n	Start/End Time	Days	Length Week	Rate	Type	Spots	Amount
Start Date	End Date Weekdays	Spots/Week	Rate				7, -		7 IIII OUTIL
21 3 09/07 <u>Start Date</u> Week: 09/03/12	7/12 09/07/12 Friday Prim <u>End Date</u> <u>Weekdays</u> 09/09/12F	e <u>Spots/Week</u> 1	8-9pm <u>Rate</u> \$630.00		:30		NM	1	\$630.00
22 3 09/07 <u>Start Date</u> Week: 09/03/12	/12 09/09/12 Friday Prim <u>End Date</u> <u>Weekdays</u> 09/09/12F	e <u>Spots/Week</u> 1	10-11pm <u>Rate</u> \$980.00		:30		NM	1	\$980.00
Cime Period	# of Spots Gross	Amount	Net Amount		Totals	S		44	\$17,075.00

Kaine/D/Senate

Time Period	# of Spots	Gross Amount	Net Amount
)8/27/12 -09/09/12	44	\$17,075.00	\$14,513.75
Γotals	44	\$17,075.00	\$14,513.75

Norfolk, VA 23510-1583

(757)446-1000

Signature:	Date:	